

World Bank Seminar Making Smart Policy
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The Role of Impact Evaluation in Relation to Other Types of Evaluation.

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What is Evaluation?

A family of research methods which seeks “to systematically investigate the effectiveness of social interventions...in ways that improve social conditions”

(Rossi, Freeman and Lipsey, 1999:20)

Types of Evaluation

- Impact (or *summative*) evaluations
Does the policy (programme, intervention) work? How large is the likely effect size?
- Process (or *formative*) evaluation
How, why, and under what conditions does the policy (programme, intervention) work?

What is the Evaluation Question?

Effectiveness of What?

- *Intervention* effectiveness - what works?
- *Resource* effectiveness - at what cost/benefit?
- *Likely diversity* of effectiveness across different groups – what works for whom and when?
- *Implementation* effectiveness - how it works?
- *Experiential* effectiveness - public's views of policy

How is the policy supposed to work?

Logic Model

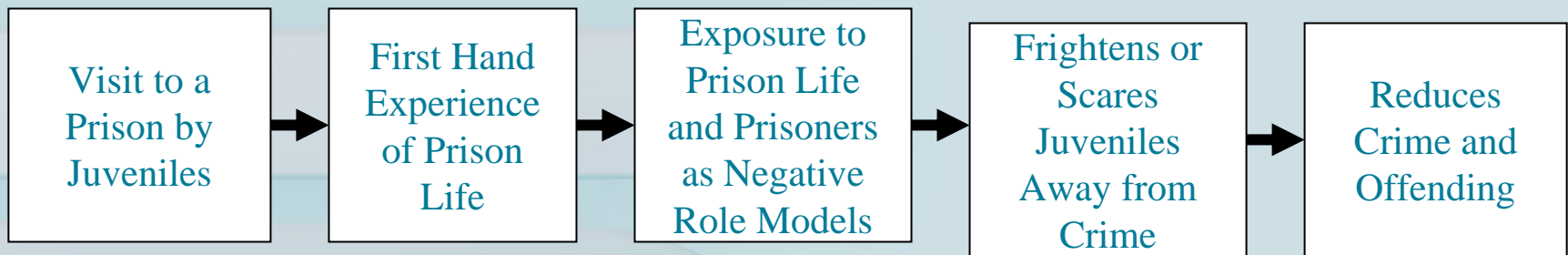
Theories of Change

Evidence for Policy

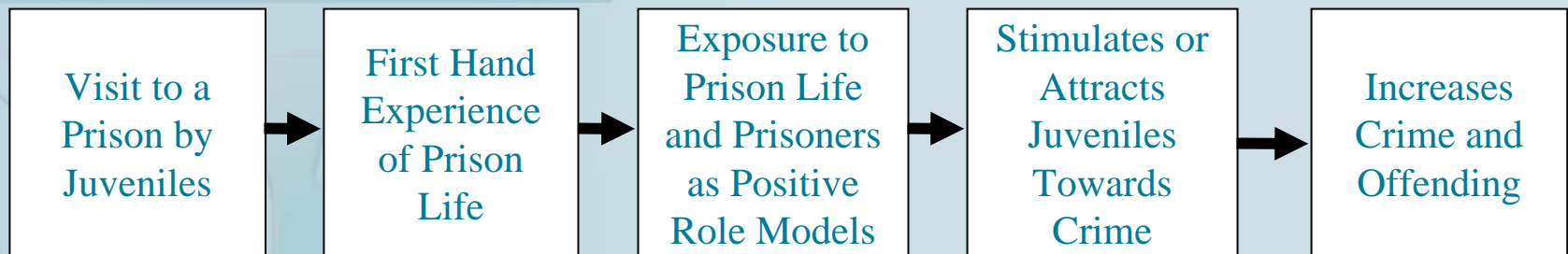


Establishing the Policy Logic/Theory of Change

Programme Theory



Programme Evidence



How is the policy supposed to work?

Logic Model

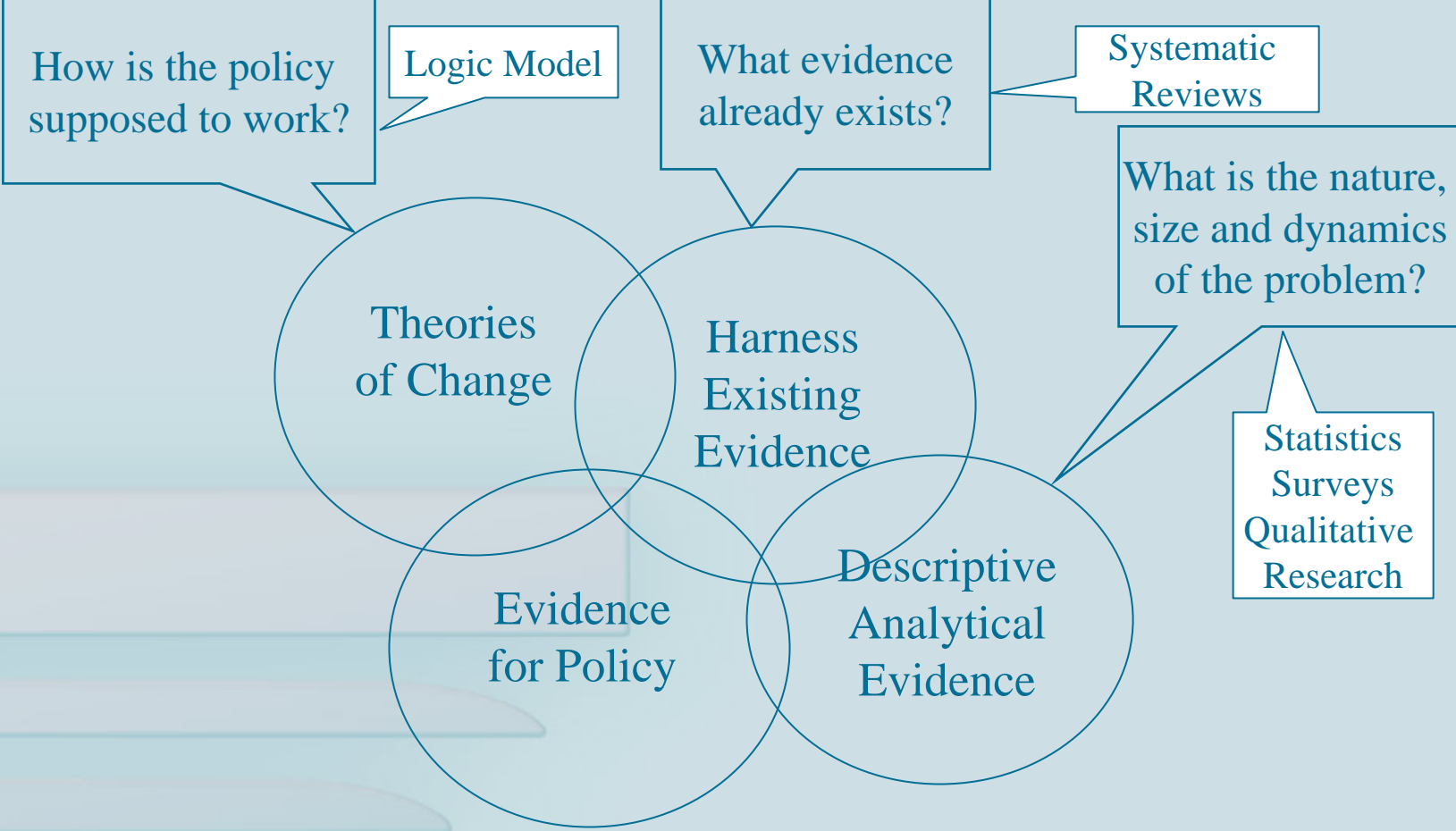
What evidence already exists?

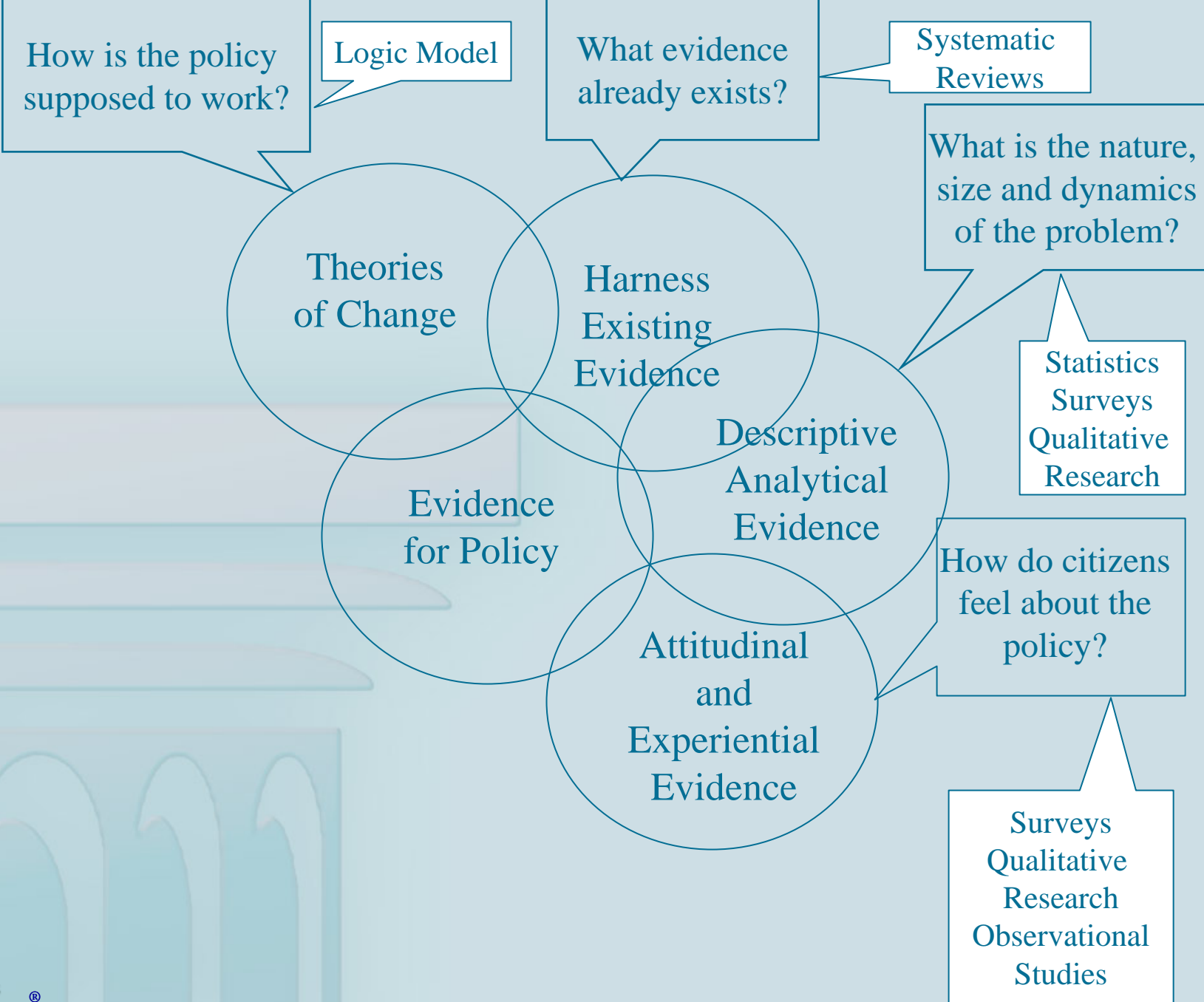
Systematic Reviews

Theories of Change

Harness Existing Evidence

Evidence for Policy





How is the policy supposed to work?

Logic Model

What evidence already exists?

Systematic Reviews

What is the nature, size and dynamics of the problem?

Theories of Change

Harness Existing Evidence

Statistics
Surveys
Qualitative Research

Evidence for Policy

Descriptive Analytical Evidence

How do citizens feel about the policy?

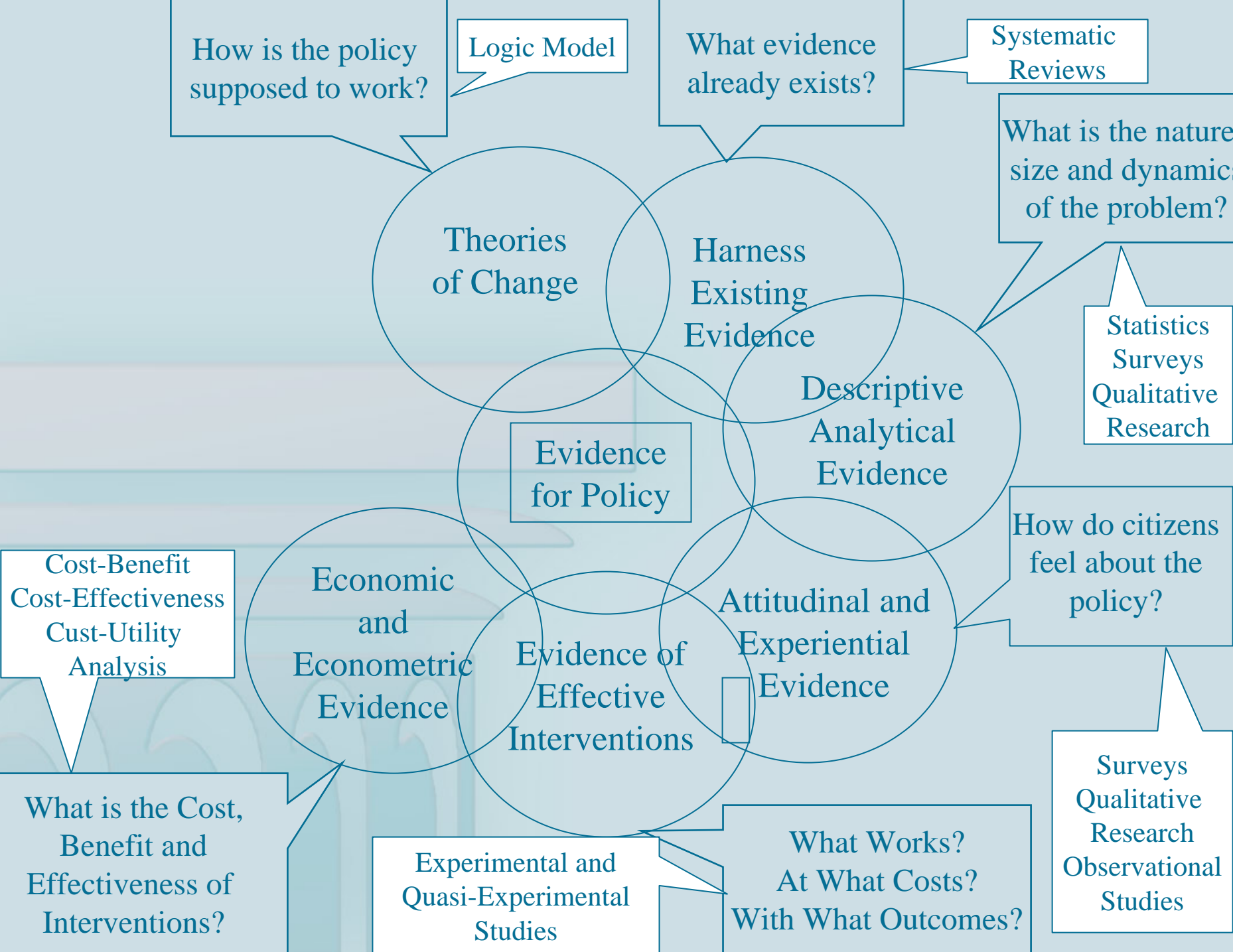
Evidence of Effective Interventions (Impact)

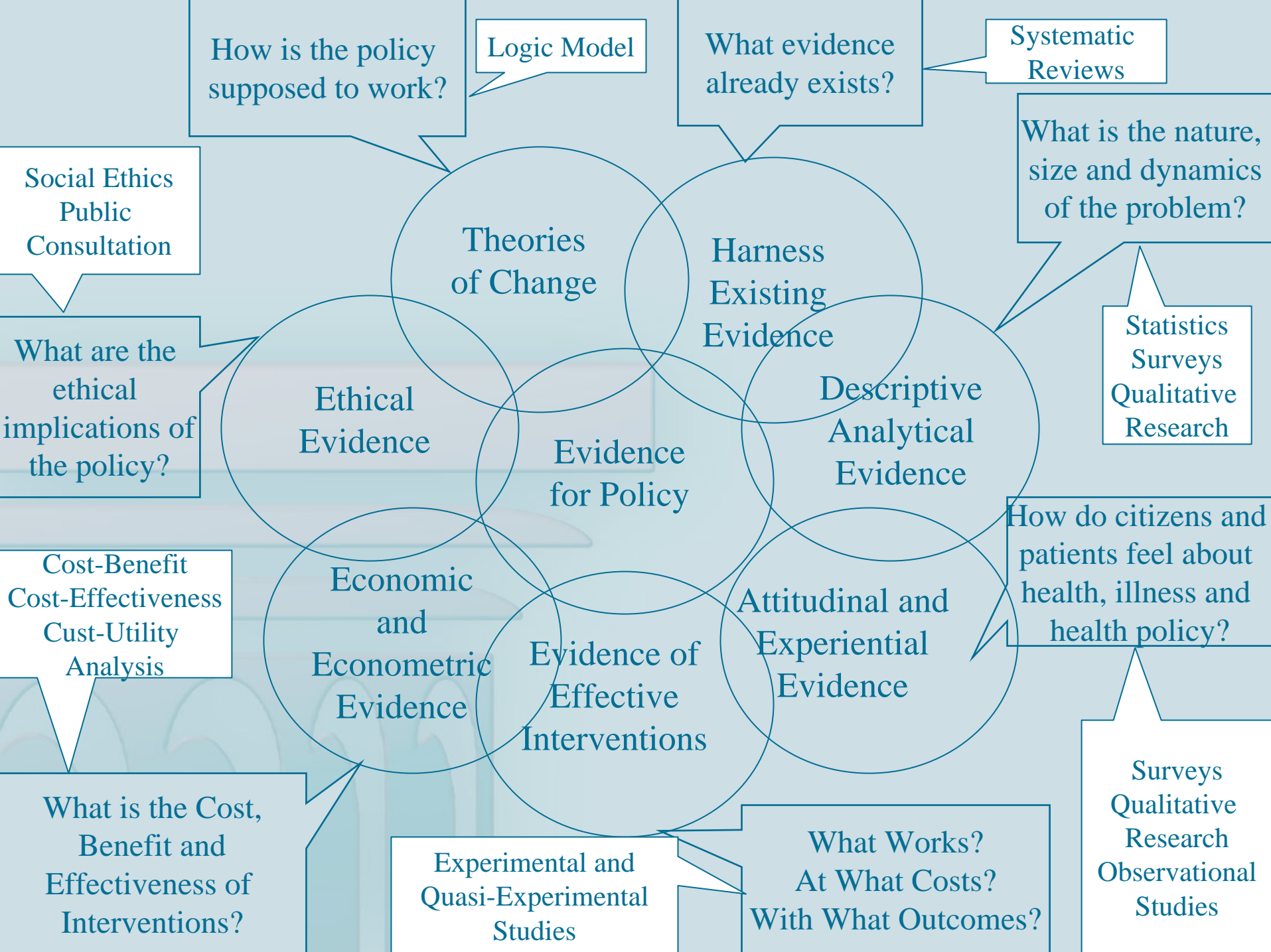
Attitudinal and Experiential Evidence

Surveys
Qualitative Research
Observational Studies

What Works?
At What Costs?
With What Outcomes?

Experimental and Quasi-Experimental Studies





How is the policy supposed to work?

Logic Model

What evidence already exists?

Systematic Reviews

What is the nature, size and dynamics of the problem?

Statistics
Surveys
Qualitative Research

How do citizens and patients feel about health, illness and health policy?

Surveys
Qualitative Research
Observational Studies

What Works?
At What Costs?
With What Outcomes?

Experimental and Quasi-Experimental Studies

What is the Cost, Benefit and Effectiveness of Interventions?

Cost-Benefit
Cost-Effectiveness
Cust-Utility
Analysis

What are the ethical implications of the policy?

Social Ethics
Public Consultation

Ethical Evidence

Economic and Econometric Evidence

Evidence of Effective Interventions

Attitudinal and Experiential Evidence

Descriptive Analytical Evidence

Harness Existing Evidence

Theories of Change

ERA Demonstration Project

- What is the most effective and efficient way of:
- Retaining low paid people in work?
- Advancing low paid people in the labour market?

ERA Demonstration Project

Multi-Method Evaluation

- *Integrated* evaluation with policy development and implementation
- Evaluation of existing evidence
- Programme theory evaluation (evaluating logic model)
- Impact evaluation (R.C.T.)
- Implementation evaluation (different models)
- Local context evaluation (Qualitative and Quantitative)
- Qualitative evaluation (clients' and employers' perspectives)
- Economic Evaluation (CBA)

Morris, S., Greenberg, D., Riccio, J., Mitra, B., Green, H., Lissenburg, S., and Blundell, R., 2004
Designing a Demonstration Project: An Employment, Retention and Advancement Demonstration for Great Britain, London, Cabinet Office, Government Chief Social Researcher's Office, Occasional Paper No. 1 (2nd Edition). Available on www.policyhub.gov.uk

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